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Oct. 15, 2009
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NEWS RELEASE

JAMES BROTHERS TAKES LEADERSHIP ROLE IN FUNDRAISING, PROMOTED TO ASSOCIATE VICE PRESIDENT FOR DEVELOPMENT

DAYTON, Ohio — James Brothers, director of campaign strategies and special projects for the University of Dayton, has been promoted to associate vice president for development.

In his new role, he will manage a staff of 16 major gift officers and associated staff to attract private philanthropy in support of the University's highest strategic priorities. Last fiscal year, the University of Dayton, Ohio's largest private university and one of the nation's pre-eminent Catholic research universities, attracted approximately \$35.6 million in gifts and commitments.

"James has a depth of experience in fund-raising and strategic planning that will prove invaluable to our collective success," said Deborah A.W. Read, vice president for advancement. "Throughout his career, he has proven to be extremely competent, persistent, trustworthy and a team player — all while maintaining his hallmark energy and humor."

Brothers, 42, said he is honored to represent the University of Dayton in the top fundraising role. "I strongly believe in the University of Dayton's mission. This is a humbling opportunity for me."

Brothers joined the University of Dayton in 1996 as a senior development officer/liaison to athletics, a position he held for five years during the University's \$150 million "Call to Lead" campaign. From 2001-2006, he worked in the athletics division as an assistant director of athletics, where he managed the University of Dayton Arena ticket office and premium seating program. When he was promoted to associate director of athletics, he took on additional management responsibilities, including oversight of athletics marketing. During his tenure in athletics, he helped more than double annual contributions, from \$1 million to \$2.5 million.

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Last December, he rejoined the University's advancement division in a strategic planning and fundraising role. He helped to set the stage for the University's comprehensive campaign that is expected to be announced publicly within the next several years.

Brothers started his career at the University of Wisconsin, where he worked as assistant director of special events in athletics before being promoted to director of development for athletics. There, he raised \$12.5 million toward a \$45 million basketball and hockey facility.

The Centerville resident holds a B.S. in sports marketing and management and an M.S. in sports administration from Indiana University.

Brothers replaces Nancy Stork, assistant vice president for advancement, who served in the role in an interim capacity since last year.

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For media interviews, contact **Deborah Read** at 937-229-2922 and **James Brothers** at 937-229-2829.